



SCEDDC Testimonial

HTT INC
SHEBOYGAN, WISCONSIN

- Turnkey career fair
- Career fair planning
- Career fair marketing

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ECONOMIC DEVELOPMENT
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HTT Fills Positions Through 'Someplace Better' Campaign

HTT Inc. partnered with Sheboygan County Economic Development Corporation (SCEDC) to organize and promote a job fair to attract employees for roughly 30 positions at the Sheboygan metal stamping company.

Working with Lindsay Harrison Eirich, of Engaged Marketing Co. the SCEDC laid out a \$4,500 marketing plan. Tapping into Someplace Better's digital assets, the SCEDC purchased billboards, newspaper ads, created signage, and advertised the hiring event on Facebook, Craigslist and radio.

In a single day, HTT saw 75 job applicants, who received plant tours, filled out applications and completed an initial interview. Nearly 25 job offers were extended with 15 acceptances. In addition, job fair attendees' referrals resulted in an additional five hires.

The \$4,500 that HTT spent on the recruiting effort averaged out to an extremely reasonable cost of \$225 per person for the 20 jobs. The job openings were due to company growth at both its locations in Sheboygan and Sheboygan Falls. HTT has grown from 130 to 146 employees after the hiring event.

"HTT prides itself on local roots and values with a branding slogan of 'Better People Making Better Metal for Better Lives,'" said Angie

Radl, HTT Human Resources Manager. "The partnership with the SCEDC and Someplace Better allowed us to host a turnkey job fair at a very reasonable cost to find those 'better people' through marketing efforts that exceeded our expectations. We couldn't be happier with filling these 20 positions, and another job fair with the SCEDC is likely in the future."

SCEDC Executive Director Joseph Sheehan said the SCEDC team is happy to use SomeplaceBetter.org resources and expertise to create tailored, targeted marketing for companies in Sheboygan County looking to expand and hire new people.

"In this case, HTT pulled together as a team to deliver a quality job fair with tours, candidate interviews with multiple company representatives, refreshments and a warm welcome," Joseph said. "That human element is often missing in today's cyber hiring process, and we believe a successful workforce attraction strategy includes opening your doors to the community to show what your firm is about."

Established in 1982, HTT specializes in metal stamping for automotive, plumbing and commercial applications with a team of more than 145 employees supported by 161,000 square feet of production space. Learn more about this company at htt-inc.com.



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Angie Radl,
HTT Human
Resources Manager